



Near FM Media Literacy

Near FM

www.near.ie

ciaran@near.ie



- What is this workshop?

A community media approach,
a Near FM approach to Media literacy

Community Development

- Community Radio has more in common with community Development than other media



Community Development

- We aim for content to represent the needs/voices of our community
- We are anchored in Adult Education
- We provide access to content production through training and support.





Media Literacy

The ability to:

- Access
- Analyse
- Evaluate
- Produce

Understanding the power and function of mass media and how it shapes our lives

Media Literacy

Access:

The ability to read, to hear and see,
to find and collect information,
and effectively comprehend its meaning.

Media Literacy

Analyse:

- how is the message constructed?
- who created this message?
- what techniques are used?
- what values, points of view are presented in, or omitted from?

Media Literacy

Evaluate:

- How does this message relate to our own experience and needs?
- How can I make judgments about the veracity, quality and relevance of messages?
- Who produces the media we experience and why?
- How does this affect me?

Media Literacy

Produce:

- To make content
- To plan and design
- To record
- To edit
- To circulate

your own message

Media is everywhere

- The influence of media is central to our lives.
- Media no longer just shape culture, it is our culture.



Why be media literate?

- We receive our information from a variety of sources and need to be able to 'unpack' this information.
- To understand the hidden messages and to be aware of what we consume, to challenge the information
- To develop a Healthy Skepticism

Why do we use media?



Why do we use media?

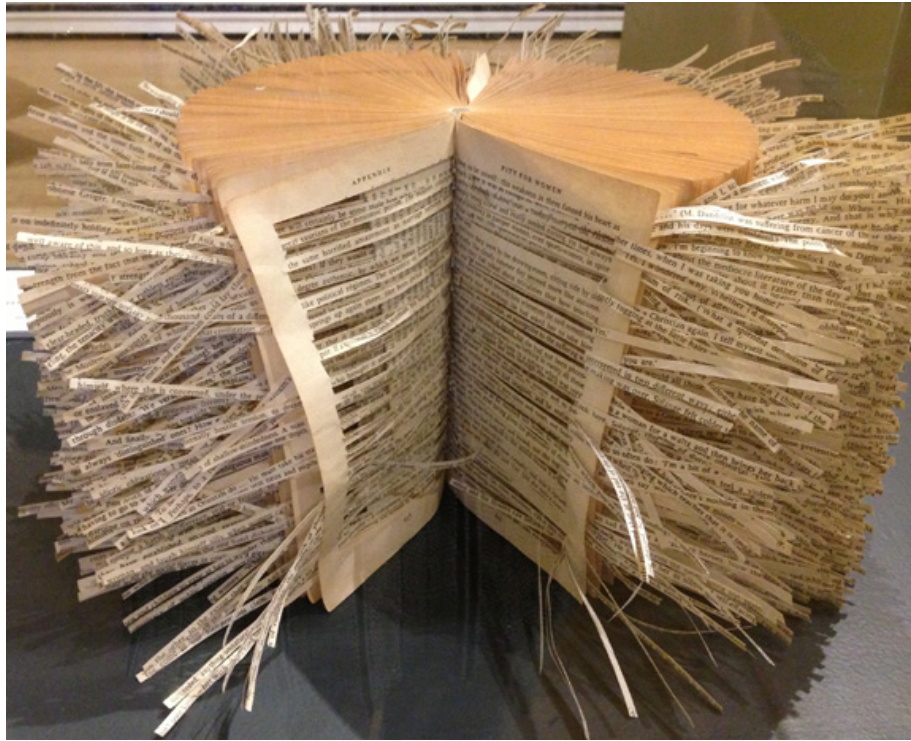
- To figure out what's going on
- Entertainment, escaping from reality
- News and live events
- An emotional outlet
- Information on products, items for consumption, places, knowledge
- To promote/ protect ourselves

Why do we use media?

- Through media someone is always telling us a story.
 - Campfire tales
 - Pub stories
 - news
 - live events



So.... How do we read Media?



What is this?



It's a picture of a chair

- A representation of a real thing
- This is called Mediation
- Media stands ***between*** the producers and consumers of reality.

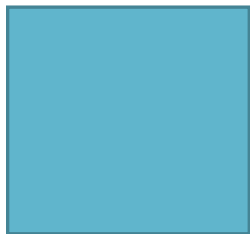
What is this?



What happens?

- Media stands ***between*** the producers and consumers of reality.

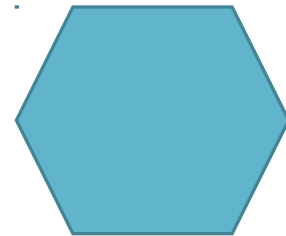
*The Event.
Listener.*



The Storyteller.



The



Media Literacy

- Such **mediation** allows the storytellers to have *their definition* of reality over other people's definition of reality.
- Mediation is the act of description.
- It is not neutral.
- it displays the point of view of the describer.

Media, what is it not?

Not a
window

Not a Mirror

Not
reality

Not
objective.

Not Ideology
neutral

Basic concepts of media literacy

- Media construct culture
- Media messages affect our thoughts, attitudes and actions
- Media use 'language of persuasion'
- Media constructs fantasy worlds
- No one tells the whole story



Basic concepts of media literacy

- Media messages contain 'texts' and 'subtexts'
- Media messages reflect the values and viewpoints of media makers.
- Individuals construct their own meaning from media.
- Media messages can be decoded.



DECODED

Back to Community Development

- By questioning the media we consume, we can challenge ideologies, stereotypes, discrimination
- We can move from merely consumers to producers of media.
- Producing content for community development as opposed to commercial gain.



Tom Crean



TOM CREAN

A new series that joins classes from St. Davids Boys National School as they look at the life of Irish Antarctic explorer Tom Crean

**Every Friday @ 9.30am
Starting October 16th**

Listen Live on Near FM 90.3
or online at www.near.ie/livestream

Programmes will be available at
nearfm.ie/tomcrean after broadcast

 **near 90.3fm**
20 YEARS IN OUR COMMUNITY
1995 - 2015

 This series is made with the support of the Broadcasting Authority of Ireland Sound & Vision Scheme.

Reading Together







In the community



Election debates





Drama



Filipino Day

